## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20. (prices in dollars per carton)

Fri. Oct 14, 2011

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(	PREVIOUS YEAR				
Feature Rate		32.0% of 19,500 stores				30	.8% of 19	9,500 sto	res	35.9% of 19,200 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	RGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			490	1.26	50	2.25	450	1.53			980	0.94	
G	White 18 pack			1,380	2.04			160	2.32			240	1.56	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	30	1.29	1,170	1.33	20	1.38	590	1.25	200	0.99	1,930	0.96	
R	White 18 pack			290	2.13			1,940	2.11			140	1.52	
	Brown 12 pack							10	1.00			150	1.00	
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	20	3.49	640	3.68	20	3.99	270	3.71			150	2.52	
E	OMEGA-3													
C	White 12 pack	190	2.12	1,670	2.27	570	2.56	1,770	2.45	1,160	2.67	1,550	2.28	
ī	Brown 12 pack							10	3.00			170	2.19	
A	CAGE-FREE													
î	White 12 pack			40	2.69	30	2.49	30	2.99	10	3.29	330	2.52	
Т	Brown 12 pack	30	2.49	220	2.62			660	2.90			870	2.68	
Y	VEGETARIAN FED													
	White 12 pack							230	2.49					
	Brown 12 pack			70	3.42			10	2.50			200	2.80	

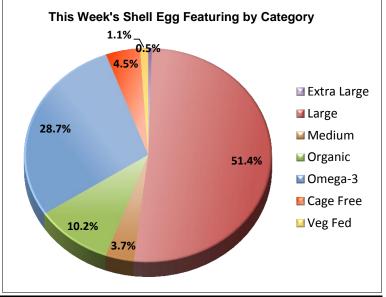
<b>Activity Summary</b>	THIS WEEK	LAST WEEK	INVENTORY 5/		
Regular	3,360	3,220	3,640	Large Eggs on	
Specialty	2,880	3,600	4,440	Oct-10-2011	
Total (includes MD)	6,480	7,440	8,350	495.8	
Special Rate 4/:	7.8%	0.1%	2.7%	down 6.7%	

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is slightly higher than last week with a noticeable increase in featuring late in the ad cycle 
The average price of Grade A or better, Large white eggs continues to move sideways in a narrow band and is down this week. Shoppers will not have any trouble finding deals on eggs this cycle as the percentage of retailers offering "no price" incentives in their circulars is sharply higher. Promotions for specialty shell eggs are fewer in number as most types have become less visible, with the exception of USDA Organic and white Omega-3's. Feature activity involving liquid egg products decreases slightly from last week but maintains a steady presence in the Northeast with the assistance of 32-ounce cartons being widely offered to consumers.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

-					EAST U.S.					AST U.S.	0	MIDWEST U.S.						
	Feature Rate 1/ Activity Index 4/	,	22.2% of	3,900	,NH,NJ,NY,PA,I sampled outlet 80 (includes Me	ts			(AL,FL,GA,MS,N 20.7% of 5,100 s vity Index = 1,06	sampled outlets	;	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  28.1% of 3,300 sampled outlets  Activity Index = 650 (includes Medium)						
		Activity Index = 2,280 (includes Medium)  EXTRA LARGE  LARGE							LARGE	LAF	EXTRA LARGE LARGE							
	CLASS	Price Range			Price Range	_			_	Price Range	Stores Avg 3/	Price Range	Stores	s Avg 3/				
	White 18 pa	ck			1.99	90	1.99			1.99	40 1.99			0.88	80	0.88		
Α	MEDIL	_	White 1	2 pack					White 12 pack				White 12 pack					
US GR	White 12 pa White 18 pa ADE Brown 12 pa	ck	9 10	1.59	0.98 - 1.50 1.99	200 80		0.99	10 0.99	0.98 - 1.49 2.00	700 1.40 130 2.00	1.29	10 1.29	0.88 - 0.99 2.49	120 80	0.89 2.49		
,	MEDIL	М	White 1: White 3:		0.89	30	0.89		White 12 pack White 30 pack	1.25	10 1.25		White 12 pack White 30 pack	0.88 - 1.32	140	0.94		
S	USDA ORGANIC White 12 pa Brown 12 pa		9 20	3.49	3.49 - 5.00	230	4.22			2.79	80 2.79			2.79 - 3.99	100	3.82		
E	OMEGA-3 White 12 pa Brown 12 pa		9 190	2.12	1.87 - 2.99	1,190	2.33			1.99 - 2.50	80 2.43			1.88 - 2.50	120	2.06		
A L T	CAGE-FREE White 12 pa Brown 12 pa		9 30	2.49	2.69 2.99	40 110	2.69 2.99											
Y	<b>EGETARIAN FED</b> White 12 pa Brown 12 pa				3.49	60	3.49			3.00	10 3.00							
			SOU	TH CE	ENTRAL U.S				SOUTHV	VEST U.S.			NORTH	WEST U.S.				
			(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						•	,NV)		(ID,MT,OR,WA,WY)						
	Feature Rate 1/		43.5% of 3,600 sampled outlets						49.7% of 2,500	•	54.6% of 1,100 sampled outlets							
	Activity Index 2/ White 12 pa		Activity Index = 1,200 (includes Medium) k 0.99 80 0.99					Act	ivity Index = 940	0.99 - 1.98	300 1.41	Activity Index = 350 (includes Medium)  1.50 30 1.50						
US GR/	White 18 pa	ck			0.99 1.50 - 2.00		0.99 1.82			1.99 - 2.49	540 2.26			1.99	290	1.50 1.99		
	MEDIU	_	White 1	2 pack	1.25	30			White 12 pack				White 12 pack					
US GR		ck			0.98 - 1.49	120				0.99 - 1.50	30 1.16							
,	MEDIU	М	White 12 White 3	•	1.32	30	1.32		White 12 pack White 30 pack				White 12 pack White 30 pack					
	USDA ORGANIC																	
S	White 12 pa Brown 12 pa				3.00 - 3.69	160	3.49			3.00 - 3.99	60 3.10			3.49	10	3.49		
E	OMEGA-3 White 12 pa Brown 12 pa				1.78 - 2.29	280	2.09											
1	CAGE-FREE	OIK																
L	White 12 pa Brown 12 pa				1.99 - 2.50	80	2.17			3.99	10 3.99			1.66	20	1.66		
Y	<b>EGETARIAN FED</b> White 12 pa Brown 12 pa																	
Sou	rce: USDA Agricu	tural Marketing	Service. I	Poultry	Market News	and Anal	vsis - (	202) 720-6911	website: http	://www.ams.us	da gov/nymar	ketnews.htm	,			2 of 3		

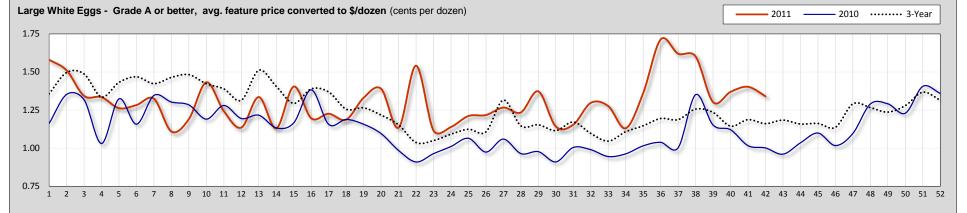
## USDA

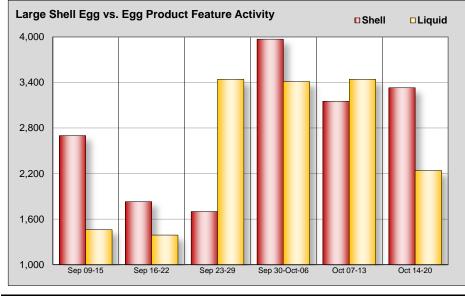
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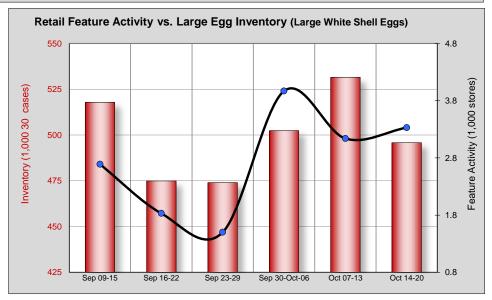
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.

(prices in dollars per carton)

EGG PRODUCTS			LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	5.8% 12.5%		7.4%	7.3% of 3,9	00 sampled	2.8% of 5,100 sampled		2.4% of 3,300 sampled		3.3% of 3,600 sampled		20.1% of 2,500 sampled		0.5% of 1,100 sampled		
2/ Activity Index	2,240	3,440	1,280	Activity Inc	lex = 1,370	Activity In	dex = 150	Activity In	Activity Index = 90		Activity Index = 100		Activity Index = 520		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Rang	e Stores Avg 3	Price Range	Stores Avg 3/	
14-16 oz. crtn	890 2.48	1,960 2.46	910 2.46	1.99 - 3.00	360 2.44	2.00 - 2.99	130 2.69	1.99 - 2.99	90 2.48	2.19 - 2.99	100 2.71	2.19 - 3.	29 200 2.29	2.99	10 2.99	
32 oz. crtn	1,000 4.80	1,240 4.41	340 4.42	4.99 - 5.99	660 5.19	4.99	20 4.99					3.98 - 3.	99 320 3.99			
3 - 4 oz. cup	350 2.45	240 2.77	30 2.99	1.99 - 3.00	350 2.45											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.